

ispo 10 PREVIEW

SPORTS COMMUNITY NEWS

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TRENDS & INNOVATIONS

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YOUR BUSINESS
YOUR BENEFITS

ISPO 10: INTERNATIONAL
AND SERVICE-ORIENTED



J-VILLAGE®: THE FIRST JAPANESE COMMUNITY BOOTH AT ISPO 10

AT ISPO 10, COME VISIT THE FIRST JAPANESE COMMUNITY BOOTH EVER, ORGANIZED BY THE COMPANY SA:SU NETWORK GMBH TO PROMOTE JAPANESE SPORTING GOODS MANUFACTURERS – THE “J-VILLAGE®”.

The Japanese Pavilion will be located in Hall A3 (booth 219) as a presentation platform for innovative products. While a large number of Japanese companies already exhibit at ispo, this is the first time that a Japanese community booth will be present at ispo. “With this project, we want to support young, dynamic companies from Japan, which did not have the opportunity in the past to connect to the European sporting goods business”, says Satomi Suzuki, General Manager of Sa:Su Network. The range of exhibited products is very broad and includes innovative ski poles, ultra light cooking devices, cooling headwear or Samurai-style body protectors. In the Japanese business world, personal contacts are extremely important. That’s why the organizers invite the press, buyers, retailers and everybody interested to the first “j-village® night” at the booth in hall A3 on February 8th, 2010. Capacity is limited, so you are advised to pick up an invitation during ispo at the booth or order one at info@j-village.net. The get-together will be a unique chance to make new contacts in a very relaxed atmosphere – not to mention the opportunity to get to know Japanese beer, snacks and more.

www.j-village.net

PARTICIPANTS AT THE J-VILLAGE® ARE:

EBISU KNIT (PROTECTORS)

For more than 20 years, this Japanese ski-clothing manufacturer has specialized on body protectors for skiers, snowboarders, BMX and bike athletes. The latest product line will be called “Yoroimusha”, relating to a Japanese Samurai and his legendary, antique Japanese body armor.



MATSUOKA GLOVE (GLOVES)

Matsuoka Glove (founded in 1957) strives for the constant improvement of sports and work gloves. The product range includes ski, snowboard, baseball, golf, outdoor and motorsports gloves as well as safety and work gloves for fire fighters and rescue teams.



EVERNEW (CAMPING EQUIPMENT)

Evernew was founded over 80 years ago in Tokyo with the goal to manufacture highest quality outdoor products. The focus is on ultra light cooking and tableware utensils.

SHIN NETWORK (HEADWEAR)

The name is the mission: “Coolbit” focuses on the development and production of headwear with a “cooling effect”.

More than 100 variations for golfers, tennis players, fishermen, sailors etc. are sold on the market already. The beanies, caps and scarves are specifically designed to protect from heat and solar irradiation.



STREAM GRAPHIX (SPORTS CLOTHING)

Valuing tradition and being sensitive to social changes, Stream Graphix responds to the ever-changing social perception of fashion. The way the company thinks about clothes is influenced by its activities, from running to sleeping. Stream Graphix designs to provide the needs for every style; may it be mainstream, eccentric or appealing to everybody.

SINANO (SKI POLES)



The company headquarters of Sinano are located in Nagano, the heart of the Japanese Alps. For more than 60 years, the company added to the international sporting goods business by designing innovative products. In the recent years, Sinano has expanded its business field with a range of healthcare products.

NIPPON SIGMAX (ATHLETIC STRUTS)

Nippon Sigmax is the leading Japanese manufacturer of orthopedic textiles. The establishment of a product range for the medical sports market is based on professional know-how from 30 years within the medical field. The company’s brand “ZAMST” includes athletic struts for different body parts such as the back, ankles or knees.



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6-9 feb 11

